

**Dienger, Whitney**

Mandel/Kennedy # 67478

**From:** Jacobs, Sarah  
**Sent:** Friday, October 26, 2012 9:15 AM  
**To:** Dienger, Whitney  
**Subject:** FW: URGENT MGKDS WKRC

**From:** Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]  
**Sent:** Friday, October 26, 2012 9:12 AM  
**To:** Jacobs, Sarah  
**Subject:** RE: URGENT MGKDS WKRC

GOOD

**From:** Jacobs, Sarah [mailto:SJacobs@local12.com]  
**Sent:** Friday, October 26, 2012 9:10 AM  
**To:** Whitney Eversole  
**Cc:** Dienger, Whitney  
**Subject:** URGENT MGKDS WKRC  
**Importance:** High

Chabot:

N/A 10/25 6pm at \$650 & 10/26 6pm at \$650.

MKGD 1x 6pm 10/29 at \$1200 (P2), 1x 5am 10/29 at \$100 (P4)

Mandel bookend :15s

N/A 1x LN Th 10/25 @ \$1100.

Mkgd 1x Big East Sat 10/27 \$750, 1x Andersen 10/29 at \$350 (P2)

Mandel :30s

N/A 1x 10/28 CBS this Morning @ \$450, 1x 10/28 Face the Nation @ \$350.

Mkgd 2x Andersen w/o 10/29 at \$350 each (P2) and 1x 5am News 10/29 @ \$100 (P4).

Mandel Kennedy

N/A 1x 10/25 6pm @ \$650. ✓

Mkgd 430-5pm on 10/29 @ \$650 (P2)

67478 ends 11/6

10/26/2012

# ORDER

Orders	Order / Rev:	67478
	Alt Order #:	
	Product Desc:	Senate / Ohio Supreme Court
	Estimate:	3010
	Flight Dates:	10/23/12 - 11/06/12
	Original Date / Rev:	10/22/12 / 10/26/12
	Order Type:	GENERAL

Agency	Name:
	Buying Contact:
	Billing Contact:
	7669 Stagers Loop
	Delaware, OH 43015

Advertiser	Josh Mandel Sharon Kennedy
Name:	HH
Demographic:	State Elections,US Congress
Product Codes:	P-3
Priority:	AGY, POL-CAND, GEN
Revenue Codes:	

Local 12 WKRC-TV	
Primary AE:	LSM LSM
Sales Office:	CVG
Sales Region:	Local
Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%
New Business Thru:	
Order Separation:	00:10:00
Advertiser External ID:	
Agency External ID:	

Bill Plan Totals

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	10	\$6,050.00	\$5,142.50
10/29/12	11/06/12	22	\$14,025.00	\$11,921.25

Totals					
Month		# Spots	Gross Amount	Net Amount	Rating
October 2012		10	\$6,050.00	\$5,142.50	0.00
November 2012		22	\$14,025.00	\$11,921.25	0.00
Totals		32	\$20,075.00	\$17,063.75	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	40%	\$20,075.00
Market	100%	\$50,187.50

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	60%	\$30,112.50
WCPO	0%	\$0.00
WLWT	0%	\$0.00
WSTR	0%	\$0.00
WXIX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKRC	10/23/12	11/06/12	6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM	11111--	:30	5	\$325.00	P-3	0.00	NM	11	\$3,575.00
				6a Good Morn Cincinnati		(6:00 AM-6:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	--211--	4	\$325.00	0.00								
		Week: 10/29/12	11/04/12	11111--	5	\$325.00	0.00								
		Week: 11/05/12	11/11/12	11-----	2	\$325.00	0.00								
N 2	WKRC	10/27/12	11/03/12	6a-8a Local 12 News SaCM		7:00 AM-8:00 AM	-----1-	:30	1	\$150.00	P-3	0.00	NM	2	\$300.00
				6a-8a Local 12 News Sat		(7:00 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	-----1-	1	\$150.00	0.00								
		Week: 10/29/12	11/04/12	-----1-	1	\$150.00	0.00								

Order / Rev: 67478 Advertiser: Josh Mandel Sharon Kennedy  
 Alt Order #: Product Desc: Senate / Ohio Supreme Court Local 12 WKRC-TV  
 Flight Dates: 10/23/12 - 11/06/12 Estimate: 3010

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WKRC	11/04/12	11/04/12	CBS Sun Morning CBS Sun Morn News	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	-----1	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
Week: 10/29/12 11/04/12 Start Date End Date      Weekdays      Spots/Week      Rate      Rating 10/29/12 11/04/12      -----1                      1      \$450.00      0.00															
N 4	WKRC	10/23/12	11/05/12	6p Local 12 News at Six 6p Local 12 News at Six	CM	6p-630p	11111--	:30	5	\$650.00	P-3	0.00	NM	9	\$5,850.00
Week: 10/22/12 10/28/12 Start Date End Date      Weekdays      Spots/Week      Rate      Rating 10/22/12 10/28/12      --111--                      3      \$650.00      0.00															
3 WKRC 10/22/12-10/28/12 6p Local 12 News at Six Start/End Time      Weekdays      Length      Rate      Rtg      Type 6p-630p                      --wThF-----      :30 (\$650.00)      0.00      NM															
See MG 4.10 [No Avail]															
10	WKRC	10/29/12	10/29/12	4p Local 12 News at Four	CM	4:30 PM-5:00 PM	4:30 PM-5:00 PM	-----	1	\$650.00	P-3	0.00	NM	1	\$650.00
MG for 4.3 10/25 ✓ [Approved by Buyer]															
Week: 10/29/12 11/04/12 Start Date End Date      Weekdays      Spots/Week      Rate      Rating 10/29/12 11/04/12      11111--                      5      \$650.00      0.00															
Week: 11/05/12 11/11/12 Start Date End Date      Weekdays      Spots/Week      Rate      Rating 11/05/12 11/11/12      1-----                      1      \$650.00      0.00															
N 5	WKRC	10/23/12	11/05/12	11p M-F Local 12 News 11p M-F Local 12 News 11	CM	11p-1135p	11111--	:30	5	\$1,100.00	P-3	0.00	NM	8	\$8,800.00
Week: 10/22/12 10/28/12 Start Date End Date      Weekdays      Spots/Week      Rate      Rating 10/22/12 10/28/12      --111--                      3      \$1,100.00      0.00															
Week: 10/29/12 11/04/12 Start Date End Date      Weekdays      Spots/Week      Rate      Rating 10/29/12 11/04/12      111-1--                      4      \$1,100.00      0.00															
Week: 11/05/12 11/11/12 Start Date End Date      Weekdays      Spots/Week      Rate      Rating 11/05/12 11/11/12      1-----                      1      \$1,100.00      0.00															
N 6	WKRC	11/04/12	11/04/12	11p Sa-Su Local 12 Nws 11p Sa-Su Local 12 Nws 11	CM	11p-1135p	-----1	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
Week: 10/29/12 11/04/12 Start Date End Date      Weekdays      Spots/Week      Rate      Rating 10/29/12 11/04/12      -----1                      1      \$1,100.00      0.00															
<b>Totals</b>														<b>32</b>	<b>\$20,075.00</b>